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OptionIt Partners with the Buffalo Bills

Agreement offers a new way for Bills fans to buy tickets

July 16, 2009 – Chicago-- OptionIt, Inc., a leader in the next generation of ticket buying for sports and entertainment events, announces a partnership with the Buffalo Bills to be the team's official "ticket option" provider. The partnership will give fans a new method of purchasing tickets for Bills' home and potential playoff games during the 2009-2010 season, including the December 3rd game against the New York Jets at the Rogers Centre in Toronto.

OptionIt partners with sports teams, leagues and event owners ("rights holders") to provide fans with a convenient way to secure access to events. Through its proprietary platform, fans can purchase options on tickets to events. Once purchased, the option can be exercised to buy the ticket at face value, or it can be sold to another fan through the OptionIt platform. Each option is linked to an actual ticket provided by the rights holder. As a result, when fans exercise an option, the transaction is completed through the Bills primary ticketing provider, Ticketmaster.

"The Bills are pleased to be an early-adopter of OptionIt's technology," said Bruce Popko, Senior Vice President of Sales and Marketing. "We look forward to providing our fans with a convenient new way to buy tickets at face value, without making a full, upfront commitment."

“Our official partnership with the Bills demonstrates the fan-friendly nature of OptionIt, and the value we provide to rights holders,” said Mark Mastalir, CEO of OptionIt. “The Buffalo Bills are an iconic franchise with a dedicated fan-base. Whether it’s T.O.’s first game at Ralph Wilson Stadium or a divisional rivalry north of the border, OptionIt is proud to provide Bills fans an innovative way to have access to tickets without the obligation to purchase.”

About OptionIt Inc

OptionIt’s patented, user-friendly technology allows fans to reserve access to future events without the obligation to purchase tickets. The OptionIt platform reinforces the simple belief that convenience is about reserving now and deciding later. OptionIt’s official partnerships with sports teams, leagues, and event owners (“rights holders”) guarantee ticket inventory and empower fans by creating a flexible, personalized solution to purchase what they want, when they want it. In some cases, this may be before the physical printed ticket exists. For more information, visit optionit.com.

About Buffalo Bills, Inc.

Founded in 1959, the **Buffalo Bills** are one of the most storied franchises in the National Football League (NFL). The Bills have won two American Football League (AFL) Championships (1964 - 1965) and won an NFL record four straight AFC Championships (1990 - 1993) that included four trips to the Super Bowl. The Bills are a progressive organization and pride themselves on the regionalization of their team. They hold their training camp in Rochester, NY and were the first NFL team ever to play a home game in Canada with the Bills Toronto Series that began in 2008. As Western New York’s top-rated sports and entertainment choice, the Bills annually entertain nearly one million fans at Ralph Wilson Stadium, produce the region’s number-one rated sports television programming, have one of the NFL’s largest fan clubs with the Bills Backers, and host the most visited team website in Western New York. Under the guidance of newly elected Hall of Fame member and original team founder, Ralph C. Wilson, Jr., the Bills will celebrate their 50th Season in 2009. For more Bills information, visit buffalobills.com or call (716) 648-1800.

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